

## MOTORISTS WARNED TO HEED SIGNALS IN VIETT'S DOMINION

Touring Club Scouts To Aid  
Those Who Might For-  
get Traps.

### PLAN IS PROVING A BIG SUCCESS

Cars To Be Increased Tomorrow  
on Montgomery County  
Roads.

By HARRY WARD.

Washington motorists touring tomorrow through the balliwick of Sheriff Viett will do well to heed any signals flashed them by the scout cars of the Touring Club of America.

Following the success of the plan adopted last Sunday by the Washington branch of the Touring Club of stopping motorists on the Montgomery county roads and warning them of the existence of speed traps, the club's officials plan to increase the number of its scout cars, and in this way aid the motorists who may forget Sheriff Viett and his trusty assistants have established speed traps to catch the unwary.

The validity of the automobile wheel tax will be tested in the Police Court Tuesday, when the cases brought by Leroy Mark and A. L. Cline will come up for hearing. W. S. Duvall, president of the Automobile Club of Washington, will act as counsel for Mr. Mark and Mr. Cline, and it is expected many motorists will be on hand to hear him argue against the tax.

The new Flanders electric, made by the Flanders Manufacturing Company, has made its debut and has caused a sensation in the automobile world. This car is unique in that, because of the reputation of the men back of it, and the further fact that those few favored ones who were permitted to see it in process of construction, were so impressed with its beauty of design and excellence of performance, started trade gossip that has spread until the car became famous throughout the country even before its makers had said a word about it publicly. The Flanders company takes its name from Walter E. Flanders, general manager of the E-M-F factories of the Studebaker corporation. Regarding the question of agencies for the new electric, Mr. Flanders says:

"The policy of the Flanders Manufacturing Company will be to treat every applicant for agency of electric or motorcycles entirely on his individual merits. In few cases will it give its two lines—motorcycles and electric—to the same dealer. These also call for different methods and different men to sell them in most cases. And while past acquaintance and pleasant business association may give the E-M-F dealer a slight advantage over another—all things being equal—yet he must come up to the standard and compete on even terms with his rivals in securing this agency."

It was learned today that the Abbott-Detroit "Bull Dog" automobile, with Dr. Charles Percival at the wheel, now on its way up the Pacific coast, with an aggregate mileage of over 30,000 miles to its credit, will make Alaska on its arrival at Vancouver, and will thus signalize its international pathfinding expedition from the British Columbia by going from the farthest south in the United States to the most distant northern point of American possessions.

### Automobile Licenses

The following automobile licensees have recently been issued.

- 5036—H. M. Rowe, 21 W. Fayette st., Baltimore, Md.
- 5036—G. S. Roma, 1009 W. Balt. st., Baltimore, Md.
- 5037—J. P. Bartlett, 214 Roland ave., Baltimore, Md.
- 5038—J. McHenry, Mercantile Trust and Deposit Co.
- 5039—Reed Brothers, 110-16 N. Y. ave.
- 5040—A. Stewart, 230 E. N. ave.
- 5041—A. H. Harris, Travlers, Md.
- 5042—Bertha E. R. Amberg, 735 11th st. N. W.
- 5043—W. A. Lacey, 603 Cathedral ave., Baltimore, Md.
- 5044—Miller Bros., 106 14th st.
- 5045—J. Levin, 220 Robert st., Baltimore, Md.
- 5046—Poland Electric Power Co., 212 14th st.
- 5047—C. H. Lupton, 1111 and 7th st., Baltimore, Md.
- 5048—A. N. Nodonsky, Jr., Buckleystown, Md.
- 5049—A. Lupton, 1111 and 7th st.
- 5050—J. M. Holloway, 635 Lamont st. N. W.
- 5051—S. P. Gardner, Metropolitan Bldg.
- 5052—Kraemer & Dehner, 1410 14th st.
- 5053—H. H. Harker, Jr., 1213 Conn. ave.
- 5054—H. E. Cook, 403 S. Mayflower.
- 5055—G. W. Rife, 1714 St. Paul st., Baltimore, Md.
- 5056—G. T. Oliver, 2230 Mass. ave.
- 5057—E. S. Charlton, 2053 Ga. ave. N. W.
- 5058—W. M. Harries, Linwood, Carroll Co., Md.
- 5059—F. H. Carlin, Rockville, Md.
- 5060—M. S. Stein, Pikesville, Md.
- 5061—C. R. Riley, 602 E. N. ave.
- 5062—United Motor Wash. Co., 1221 14th st.
- 5063—J. L. Neighorn, 429 Augusta ave., Baltimore, Md.
- 5064—T. H. Truworth, Stewart Bldg.
- 5065—H. R. Howenstein, 1214 P.
- 5066—C. T. May, 1219 Parkwood pl.
- 5067—C. H. Caldwell, Auerburn, Md.
- 5068—W. B. Barton, 1720 N. E.
- 5069—W. B. Wacker, 607 25th st. N. E.
- 5070—B. B. Rock, 416 5th st. N. E.
- 5071—F. P. Milburn, 1218 E. Bldg.
- 5072—W. Ashorn, 115 Fulton ave., Baltimore, Md.
- 5073—G. T. Phillips, 2041 E. Baltimore st., Baltimore, Md.
- 5074—H. H. Jenkins, Melrose and Roland, Baltimore, Md.
- 5075—W. E. Birgham, 44 Wyatt Bldg.
- 5076—R. E. Scott, 245 F st. N. W.
- 5077—R. P. Baer, Calverville, Md.
- 5078—Wash. Sanitarium, Takoma Park.
- 5079—Dr. A. O. Plimmet, Berwyn, Md.
- 5080—Mary I. Hall, 1245 Grand st. N. W.
- 5081—H. H. Jarboe, 645 G st. S. E.
- 5082—J. P. Burke, 1218 E. Bldg.
- 5083—T. H. Duckett, 611 F st. N. W.
- 5084—E. B. Baldwin, 1271 E st. S. E.
- 5085—P. Berstein, 2114 Calver ave., Baltimore, Md.
- 5086—J. C. Snyder, Germantown, Md.
- 5087—R. W. Farr, 205 Md. ave. N. E.
- 5088—J. H. Wurdeman, 610 12th st. N. W.
- 5089—A. W. Scott, 505 D st. N. W.
- 5090—H. H. Souler, Metropolitan Hotel.
- 5091—H. E. Jester, 1526 Lamont st.

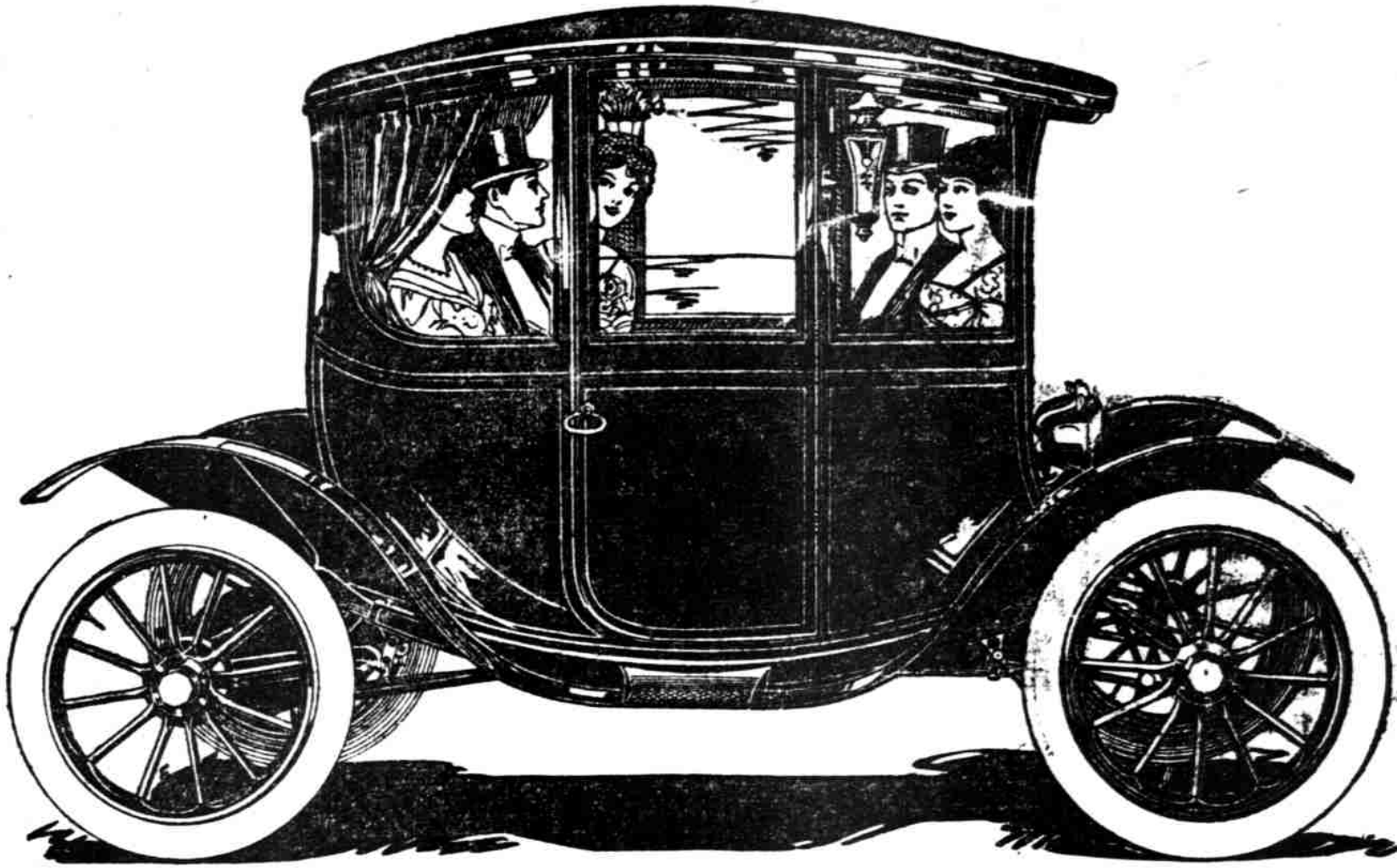
### London Food Prices Threaten Suffering

LONDON, Aug. 5.—Meat prices doubled in London today as a result of the strike of the dock workers. There was a great scarcity of beef and mutton and prices went up another notch. Other provisions followed suit. Should the strike continue, dealers declare there will soon be much suffering among the poorer classes.

A decision in the arbitration now in progress, will be announced tonight. Should it be unfavorable, strike leaders assert they will call out 100,000 more men by Monday morning.

Dare we infuse red blood into an advertisement of an electric carriage?  
Some well meaning friends, who think they know, tell us we may not—that electric cars are bought mostly by ladies therefore only parlor prattle and pretty pictures are permissible. We don't believe it! We believe that women as well as men like, on occasion, to be treated as rational beings, capable of thinking. They like to enter into the fundamentals and to be told the reasons why of things. So here goes.  
Better read this ad carefully so you will be able to discuss it intelligently when it becomes the topic among your friends.

# Here is the Flanders Electric



ISN'T SHE A BEAUTY?—"Un equipage digne d'un Roi."

A Full Five-Passenger Carriage of Pure Colonial Design,  
Faultless Appointments, and the Price is Half—\$1,775.

**FIX THE FORM IN YOUR EYE**—the artistic lines, the graceful curves—fix it in your mind for this is the design of the future for all high grade electric. Within a year—within six months—this Flanders design will be copied by half the other makers.

**IT IS THE LOGICAL** as well as the most beautiful form for an electric carriage—and when you think of it it is the only logical as well as it is the only really artistic electric yet designed.

**"RIDES LIKE A HAMMOCK,"** was the way one lady expressed it—and a glance at the curved frame and the long, graceful springs with axles set well in front and rear of body, convinces you that the riding qualities of this car are superior to those of any other.

**WHEEL BASE IS 100 INCHES** and step is just 10 inches above the pavement when car is loaded. Car seats 5 adults liberally—3 in rear and 2 in front—and will seat 6 persons comfortably. Compare this with the ordinary, high-perched electric with short wheel base that rock like a skiff in a sea on slightly wavy asphalt, and pitch and toss dangerously on a bad piece of block pavement.

**OR COMPARE IT WITH THOSE** imitation automobiles in which valuable room is taken up by a hood and the four passengers are cramped in—two seated fairly comfortably and the other two on a half width folding seat so low only a child can occupy it in comfort.

**JUST LISTEN TO THIS**—it is interesting—it explains something you have wondered about—why electric have been so ugly, so cramped for room inside, and so unstable because of their short wheel base and highly perched construction.

**THE FIRST ELECTRIC** built in this country had a whip-socket on the dash! Now don't laugh! That is an absolute fact. And it is significant even if it is humorous—it shows how devoid of thought the designing of this type of car has been up to now.

**WHY IN THE NAME OF REASON** was that whip-socket there? Tell you why. Originality is the rarest human quality. Only one man in a million can think independently.

**HOWE LOST A LOT OF TIME** when he first tried to invent the sewing machine. He thought it ought to sew like a lady—and surely no self-respecting needle could have an eye anywhere but in the head. It took him a long time to decide that he dare put the eye in the point of the needle—when he had done that he had invented the sewing machine.

**NEVER THOUGHT OF THAT BEFORE**—did you? Most likely not. Most people don't look below the surface of things—most designers of electric are that way.

**NOW THAT FELLOW** who put the whip-socket on the dash of his electric car not only committed one foolish act—he was guilty of two—the dash had no business there either. But that simple idea had never occurred to him.

**A THOUSAND YEARS BEFORE** he was born some genius had added to the two-wheeled cart a piece of bark to prevent the nag kicking mud in the face of the lady he was trying to propose to.

**THAT WAS GOING SOME** in invention—and it was several hundred years later that another bright youth bethought him of a socket to hold the "gad"—whips were invented later—so he could have one hand free to hold the lady on the insecure seat.

**THEN CAME ELECTRICITY**—or rather the harnessing of it—and an electrically propelled carriage for Milady became possible. He tried to design one. That was the first and only lucid idea he ever had! And all he did was to unhitch the horse, lay away the shafts, build

a lean-to on the rear to hold some of the batteries and another on front to look like a cow-catcher. He cramped the seats and the leg-room between—for a long wheel base had not yet been invented either.

**THIS PIONEER DESIGNER** of ours found both the dash and whip-socket there when his eyes first opened in a carriage factory. He never stopped to consider that, there being no horse in front, the need of a dash had also vanished. Nor had it ever occurred to him how the whip-socket came there originally—so he left them both on.

**IF THAT CAR HAD RUN**, we verily believe it would have been the standard design up to now—for we find many features in electric that are just as illogical—just as archaic and just as useless as that.

**TAKE THE HOOD FOR EXAMPLE**—why should it be on any electric? No reason on earth save that some designers don't think.

**ON A GASOLINE CAR** it has a use—therefore it is right. Handsome as it is handsome does. It covers the motor. But do you know we in this country used to be ashamed of a motor—tried for years to conceal it beneath the seat; till one day one of Gran'pa Daimler's cars came over from Germany—and forthwith we all imitated the Mercedes hood and will probably continue to use it for the next hundred years—whether we need it or not. We are such an original people!

**NOW THERE IS ANOTHER DANGER**—the danger of copying without knowing what or why you copy. Education, training, experience, travel are requisite if one would copy intelligently—artistically.

**COLONEL INGERSOLL USED TO SAY** "Imagination cannot go beyond the range of experience. No man can describe an animal he has never seen. He may describe one with the horn of a rhinoceros, the mane of a lion, the trunk of an elephant and the wings of an eagle. But that is not an animal—it is a monstrosity composed of various things he has seen or dreamed of"—a farcical, phantasmagorical, phenomenon, as it were.

**NEXT TIME YOU SEE AN ELECTRIC** on the street just stop and look it over. Don't laugh—it might offend the lady inside. And it is not her fault. She needed an electric, and bought the only thing she could find, though she will tell you her sense of the artistic and the beautiful were offended by every line. She doesn't think it so ugly now—one gets used to anything in time.

**DON'T LAUGH**—Though you will see several features left over from buggy design coupled with others from gasoline automobiles that are as funny—or as ridiculous—as was that whip-socket on the dash of the earlier electric, or Ingersoll's composite quadruped.

**THE FLANDERS ELECTRIC** is consistent in every detail—the graceful body curves, the dignified, though pronounced striping, the flowing leather fenders—even to the colonial lamps which were especially designed for this carriage by Mr. F. E. Castle.

**"I EXPECTED SOMETHING DIFFERENT,"** exclaimed a prominent dealer when his eyes first rested on this carriage, "but frankly, I did not expect to see anything so beautiful and in such excellent taste as this. Rumor said that you were making an electric that would create a sensation. I feared it might verge on the bizarre—and for that class of trade of course that wouldn't do at all. But this—it is faultless, exquisite! There is not a radical feature—not a discordant note. It is true to every convention—and it is the easiest riding car I have ever seen."

**NOT A "WHIP-SOCKET" ANYWHERE**—not a superfluous feature—not even a hood to imitate a gasoline car and occupy room that should be devoted to passenger capacity.

**WE CAN'T CLAIM ORIGINALITY** either. We go farther back than that fellow who invented the dash. The earliest ancestor of the Colonial carriage was the sedan chair—most luxurious as well as most artistic conveyance ever devised. Then came the Colonial carriage—swung on leather straps. This was the carriage of kings and of our forefathers.

**IF YOU'VE BEEN TO EUROPE**, you have visited the various palaces and museums there—Versailles, for example. There you saw Napoleon's Coronation Coach. At Munich you saw that of Ludwig and Maximilian. These magnificent equipages were of this design. It was this fact that the French gentleman had in mind who, when paying us a visit the other day, saw the Flanders Colonial Electric and exclaimed, "Un equipage digne d'un Roi." (Freely translated, a carriage worthy of a king.)

**LET US SUPPOSE YOU KNOW NOTHING** about art—yet you could not pass a Corot or a Millet unimpressed. You are not versed in architectural lore—but sit you down in a cathedral of pure Gothic and you would be overwhelmed by, even though you could not express in words, your emotions. Nor can you listen to a Beethoven sonata without being profoundly moved by the marvelous melody—much as you may protest you like "rag-time" better.

**NO; ONE NEED NOT BE AN ARTIST** to appreciate the truly beautiful—that instinct is inherent in all of us. Art but caters to our desires—only we are not always conscious of that fact.

**NOW WHEN YOU COMPARE** the Flanders Colonial Electric with others, you may not be able to analyze the difference. Only a designer could do that. But you will feel, even more than you will see, that here is art—there is antithesis. Here beauty, chaste, harmonious—there a nondescript, half automobile, half buggy, and all discordant.

**WE HAVE TALKED OF BEAUTY** to the exclusion of every other consideration. Do not think, however, that any other factor has been neglected in this car. We believe beauty is the first consideration in an electric—nine tenths of them are driven by ladies and are much used for dress occasions—as well as trips through the park, shopping, theatre, clubs, etc.

**BESIDES THERE ISN'T MUCH ROOM** for improvement in efficiency in this type of car. Electrical science was some years since brought to a very high degree of accuracy. Despite the foolish statements you read in some advertisements, there is nothing really new under the sun either in motor or batteries. Both are known quantities and the knowledge is free to any who will seek it.

**ANY GOOD ELECTRIC** will go as fast and as far as you will ever want to go. Besides, digest this—an electric vehicle can be made to go faster or farther—either, but not both—than any other type of self-propelled vehicle. And the "how" is no secret either. Let us send you our little booklet—"Wise and Foolish Statements About Electric."

**WE DON'T PRESUME TO KNOW** more about electricity than Steinmetz or Edison or Timmerman. So we didn't try to revolutionize that science—we proclaim no wonder-working improvements or innovations. Instead we have embodied in this vehicle only standard electrical practice—up-to-the-minute in every improvement of course—but accepted, tried and proven standards.

**THERE WERE THREE WAYS**, however, by which our skilled engineers saw they could obtain greater efficiency than others less skilled—by reducing wind resistance, weight and friction to the last possible degree. We have done that—the Flanders Coupe sets twelve inches lower—30% less wind resistance; weighs 650

pounds (30 per cent) less than any other of similar capacity; and friction has been reduced to a point where she will coast freely on an incline so slight as to be almost imperceptible to the eye. This indicates skilful designing—engineering. Net result is 35% more mileage and incomparably better hill-climbing qualities.

**DRIVE IS DIRECT**—of course. And, of course, it is the latest and most improved type of direct drive—worm gearing. Silent—of course absolutely. Runs without even a "whisper." And the electrical control is so simple, so certain, a ten year old child can learn to operate it in fifteen minutes and do it just as well as you can.

**NOW CONSIDER** that though lighter by 30 per cent, you have in the Flanders Electric a full five passenger carriage—actually eight inches more room inside than the next longest electric made—that the front seat is just as deep and full as the rear, and there is more leg-room than in any other.

**LADY WITH PICTURE HAT** can sit back comfortably in the deep seats—and head-room is such your aligrettes will not be broken.

**THERE ARE SO MANY FEATURES** about this electric you will admire, you must see it to fully appreciate.

**AND THE PRICE—\$1,775**—is about half what you would have to pay for other electric of similar quality—and lacking the beautiful appointments of the Flanders. The only other electric that can be compared with the Flanders for roominess, efficiency, ease of control and beauty sell for \$3,300 to \$3,600. Of course there are cheaper ones but—well compare them. You will find they do not compare at any point.

**WE DON'T CONSIDER IT CHEAP**—in the ordinary sense of the term. Nothing has been left undone—no detail slighted. Take, for example, the sashless windows of ground French plate—you'll find them in no other electric at any price. You've seen them in Rothschild Mercedes Limousines in Europe. We are first to introduce this feature in America. Our ambition has been to make the most beautiful car possible, one that would be the last word in beauty—finality in good taste. So we could have priced it at \$3,500 and sold a few—as many as others sell.

**BUT YOU DOUBTLESS KNOW** we are quantity producers. The name Walter E. Flanders is known the world-over as that of the world's greatest automobile builder. His success has been achieved, not by selling a few cars at a large profit per car, but by being satisfied with a small margin on thousands of cars.

**THIS ISN'T PHILANTHROPIC**—it is just plain business. It costs a lot to sell an article for more than it is worth. So the maker who places a profit of \$1,000 to \$1,500 on a car doesn't really make that profit—he must spend nine-tenths of it in selling expense.

**YOU HAVE FREQUENTLY REMARKED** that you couldn't see the value in electric at the prices that were asked for them. Good reason too—it wasn't there. Cost of selling was the main item. On the other hand, true value makes its own appeal—this car will sell itself on sight.

**DONE IN THREE STANDARD TRIMMINGS** grey whipcord, dark blue broadcloth, and leather. We don't use goat skin—it cracks. Most ladies prefer the whipcord—cool in summer and warm in winter. Standard color of body is Napoleon Blue with broad French stripes in white.

**STANDARD EQUIPMENT INCLUDES** especially designed (Castle) Colonial side lamps and tail lamp. Two sets of slip covers (so one is in laundry while the other is in use; Milady will not soil her evening gown); toilet case, and cut glass flower vase. No stepladder.

## FLANDERS MANUFACTURING COMPANY, Pontiac, Mich.

DEALERS—Let this be our reply to the hundreds of letters and telegrams we have received: We have closed no territory—determined not to until this public announcement was made as everybody could have an even start. It has been most gratifying to know that trade comment has been so widespread and so favorable, this car has become famous even before officially announced. Competition for the time is keen. We will select carefully—for service to customers in the first essential in handling this type of carriage. If you want it, write our sales manager, tell him your qualifications and especially convince him of your facilities and your fitness to properly represent this product in your city. All applicants will be considered on their merits without regard to present or past affiliations. Better write immediately, however—else your competitor may be first.

For the Convenience of Visiting Dealers We Have Established Temporary Factory Sales Offices in Hotel Pontchartrain, Detroit.